



MEMORANDUM

To: Economic Development Committee Members

From: Julian M.D. Jacquin, Economic Development Manager

Date: February 26, 2019

Re: UMSL Chancellor's Certificate in Fundamentals of Economic Development

Similar to last year, the University of Missouri – Saint Louis (UMSL) is hosting its new Chancellor's Certificate program in the "**Fundamentals of Economic Development**" this Spring. This program is offered by UMSL in partnership with its existing "Fundamentals of Planning and Zoning" program and offers modules which cover introductory economic and community development concepts and tools to attract, assess and support development and redevelopment opportunities in our communities.

This program consists of eight (8) modules on Wednesday evenings in March – May; the cost is \$500 for all eight modules, or \$75 per module. Upon completing six (6) of the eight (8) modules, each participant earns a noncredit UMSL Chancellor's Certificate. Five (5) of the courses are hosted at the Cortex Innovation District in Midtown, and the other three (3) are located either in South St. Louis City or in St. Charles. Similar to the City's past practice of offering the Planning & Zoning program to the Planning & Zoning Commission, the City would like to offer this "**Fundamentals of Economic Development**" Chancellor's Certificate program to the Economic Development Committee.

I have attached the 2019 meeting brochure to this memo for your review and consideration. If any member of the Committee is interested in this program, please let us know and we will arrange registration.

I will be available for any comments or questions at the February 26, 2019 Meeting of the Economic Development Committee.

JMDJ

CHANCELLOR'S CERTIFICATE

Earn a noncredit UMSL Chancellor's Certificate in Fundamentals of Economic Development by completing six of eight modules. You may sign up for the entire course or for individual modules.

INSTRUCTORS

Course instructors are senior economic development professionals in Missouri and Illinois, representing nonprofit, public, and private perspectives.

SCHEDULE

Modules are held Wednesdays from 6–9 p.m. and include lecture, discussion, and tours. Again, you may sign up for the entire course or for individual modules.

LOCATIONS

Module locations include CIC@CET at Cortex, Excel Center on Gravois, Moulin on Chouteau Ave., and the Drury Plaza Hotel at the Streets of St. Charles.

TO REGISTER

umsl.edu/go/ecodev
(314) 516-8419

PARTNERSHIP

This fundamentals course is offered by the UMSL Public Policy Administration Program, the Urban Land Institute–St. Louis, and Bi-State Development.

Fundamentals of Economic Development

Economic Development

March—May 2019

This introductory program is designed for:

- ◆ *Public sector economic development commissioners and staff*
- ◆ *Special taxing district commissioners and staff*
- ◆ *Elected officials*
- ◆ *Community Development Corporation board members and staff*
- ◆ *Private sector specialists*
- ◆ *Citizens and students interested in economic/community development*

ECONOMIC DEVELOPMENT is key to regional success. This Chancellor's Certificate program, **Fundamentals of Economic Development**, covers introductory economic and community development concepts and tools to attract, assess, and support development and redevelopment opportunities in our communities. Course modules, held in the heart of the Cortex Innovation Community and on site at specific development sites, will lead participants through the steps necessary to develop and implement economic development plans and projects.

Fundamentals of Economic Development

March–May 2019

Module 1: Economic Development—A Public Perspective

MAR. 6

Learn about the role of local government in economic development and discuss the necessary conditions to foster a successful business climate. Consider the many facets of economic development and how they relate to different sectors and stakeholders.

Instructors: **Amy Hamilton**, City Manager, City of Richmond Heights, MO
Julianne Stone, Vice President, Strategic Initiatives, Bi-State Development
 Location: CIC@CET, 20 S. Sarah, 63110

Module 2: The Intersection of Community and Business

MAR. 13

Explore the connections between community development and economic development. Discuss the importance of place-making, infrastructure, and comprehensive planning for attracting residents, workers, and businesses. Understand the role of community-based organizations in supporting neighborhood economic development.

Instructors: **Matt Wetli**, Principal, Development Strategies
Paul Woodruff, Executive Director, Prosperity Connection
 Location: Excel Center, 2828 Gravois Ave., 63118

Module 3: Planning Your Economic Development Future and Making It a Reality

MAR. 20

Discuss an economic development planning approach that includes market context analysis, stakeholder involvement, and local government roles. We will also consider steps in the implementation process via a tour and presentation of a planned mixed-use development on Chouteau Avenue in Lafayette Square.

Instructors: **Bob Lewis**, Assistant Professor, Urban Planning & Development, Saint Louis University
Bill O'Dell & Paul Hamilton, Developers, Chouteau Avenue Corridor Redevelopment
 Location: Jefferson Ballroom, 2017 Chouteau Ave., 63103

No class March 27

Module 4: Where the Rubber Meets the Road—Understanding the Developer's Perspective

APR. 3

The plan is in place. What's next? Understand the basics of the development process and the numbers that make the deal work, including the language of developers and contractors and the expectations of those with whom you are doing business.

Instructor: **John Langa**, Vice President, Economic Development, Bi-State Development
 Location: CIC@CET, 20 S. Sarah, 63110

Module 5: Ethical Economic Development Decision Making

APR. 10

Maintaining public trust is critical. In this highly-interactive session, we will explore how our individual and collective ethics and values impact critical decision-making in local government policy and economic development.

Instructor: **Wally Siewert**, Director, Civic Engagement & FOCUS Impact Fellows, Focus St. Louis
 Location: CIC@CET, 20 S. Sarah, 63110

Module 6: Why St. Louis? Business Attraction—Views from the Outside

APR. 17

Consider St. Louis from a business' perspective. Discuss the assets that allow the region to compete nationally. What data is important to consider and present to support business attraction? What work still needs to be done on marketing St. Louis to those interested in locating here or expanding their presence?

Instructors: **Steve Johnson**, CEO, St. Louis Regional Economic Development Alliance
Doug Rasmussen, Director, Site Selection & Incentives Advisory, Duff & Phelps, LLC
Ruth Sergenian, Director, Economic Research and Analysis, St. Louis Regional Chamber
 Location: CIC@CET, 20 S. Sarah, 63110

Module 7: Where the Rubber Meets the Road II – Moving Dirt

APR. 24

Discuss the working relationship that is required to take a large-scale redevelopment project from draft to completion. We will tour the *Streets of St. Charles* with the Developer and the City's Economic Development Director. This phased project is the redevelopment of the former Noah's Ark restaurant and surrounding site.

Instructor: **David Leezer**, Director of Economic Development, City of St. Charles
 Location: Drury Plaza Hotel, 380 Mulholland Dr., St. Charles, 63303

Module 8: Regional Agencies and Local Economic Development

MAY 1

Discuss how a coordinated approach and intergovernmental collaboration can positively impact and protect economic development efforts at the local level. What is the role of large regional agencies and how do these agencies impact local economies?

Panel: **Rhonda Hamm-Niebruegge**, Director, St. Louis-Lambert International Airport
Mike Kearney, Director of Economic Development, Ameren Corporation
John Nations, Member, Evans & Dixon LLC
Susan Trautman, Executive Director, Great Rivers Greenway
 Location: CIC@CET, 20 S. Sarah, 63110

Registration

- Fundamentals of Economic Development Wednesdays, March 6–May 1, 2019, 6:00-9:00 p.m.
- Module 1: Economic Development: A Public Perspective—Mar. 6
- Module 2: The Intersection of Community and Business—Mar. 13
- Module 3: Planning Your Eco Devo Future and Making It A Reality—Mar. 20
- Module 4: Where the Rubber Meets the Road I: Understanding the Developer's Perspective—Apr. 3
- Module 5: Ethical Economic Development Decision Making—Apr. 10
- Module 6: Why St. Louis? Business Attraction: Views from the Outside —Apr. 17
- Module 7: Where the Rubber Meets the Road II: Moving Dirt—Apr. 24
- Module 8: Regional Agencies and Local Economic Development—May 1

No Class March 27

\$500 for 8 modules/\$75 per module

REGISTER ONLINE: umsl.edu/go/ecodev
(credit card payment or invoice option available)

QUESTIONS: Call (314) 516-6713
REGISTER BY MAIL: Detach entire panel and mail to MIMH Professional Training
 attn: UMSL Economic Development Certificate
 4633 World Parkway Circle
 St. Louis, MO 63134

REGISTER BY PHONE: Call (314) 516-8419
 Charge card or P.O. information must be provided.

Name _____

Address _____

City, State, ZIP _____

Phone: Day _____ Evening _____

Email _____

Jurisdiction/Employer _____

Title _____

_____ Entire course (\$500) = \$ _____ Pay by check. *Make checks payable to the University of Missouri-St. Louis*

_____ Individual modules (x\$75) = \$ _____ P.O. provided

Total = \$ _____ Bill me

BILLING ADDRESS IF DIFFERENT THAN ABOVE.

Address _____

City, State, ZIP _____

For those who register for the Entire Session, cancellations received five business days prior to the first date of the program will be refunded, less a \$25 processing fee. For those who register for Individual Modules, cancellations received five business days prior to the date of the module that you wish to cancel will be refunded, less a \$25 processing fee. If you are unable to attend, you may send a substitute, but we ask that you notify us of this change at parsonsg@umsl.edu. Unless you cancel as per the guidelines noted above, even if you do not attend class, you will be billed for the registration fee once you register. For those registering for the Entire Session, if payment is not received at least two days before the first class, we reserve the right to cancel your registration. For those registering for Individual Modules, if payment is not received at least two days before the module date, we reserve the right to cancel your registration.